

# **KENTUCKY DEPARTMENT OF AGRICULTURE**

## **Division of Value-Added Secondary Wood Promotion**

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Nicknamed “The Quiet Giant,” Kentucky’s wood industry employs over 36,000 Kentuckians and produces over \$3 billion in wood products and related products. The industry represents one of the greatest opportunities for economic growth for Kentucky. The quantity and quality of hardwoods grown on Kentucky’s farms and woodlands earns our state national recognition as one of America’s top five hardwood lumber producers. Historically we are one of the nation’s most important hardwood resources, with over 75 percent of all logs and lumber processed in Kentucky exported domestically or internationally.

The Secondary Wood Division works directly to develop Kentucky’s wood products industry. Efforts focus on increasing the types of products produced, targeting markets that offer the greatest potential for Kentucky’s woodworkers, and developing production techniques to ensure competitiveness in domestic and global markets.

The program works with home-grown companies and with those locating in Kentucky to help grow local businesses. Many individuals and companies poised for growth in the wood products industry profit from our assistance with sales contacts, product design, production, and promotion. The division actively targets potential markets that Kentucky wood manufacturers and wood crafters have not yet fully developed. This frequently means participating in trade shows, doing business over the Internet, developing direct sales representation and distribution, and launching promotional efforts to introduce Kentucky wood products nationally and internationally.